

#17 Ref for Revs.  
SEP 10-7-98

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of

John C. Harvey and James W. Cuddihy

Serial No. 08/486,253

Filed: June 07, 1995

For: **SIGNAL PROCESSING APPARATUS  
AND METHODS**

Examiner: Vu, N.

Group Art Unit: 2737

Atty. Dkt. 05634.0357

Received

SEP 23 1998

Group 2700

Assistant Commissioner of Patents  
and Trademarks  
Washington, D.C. 20231

Sir:

**I. AMENDMENT AND REQUEST FOR RECONSIDERATION  
UNDER 37 C.F.R. § 1.111**

10/9/98  
8  
This amendment is responsive to the Office Action mailed March 23, 1998. Applicants respectfully request that the following amendments be entered into the above-captioned application:

**In the Claims**

*Applicants request entering the below amendments to the claims. Claims 6-9, 13, 14, 16-19, 23, and 25 are amended. For the PTO's convenience, claims that remain unchanged are included below in order to allow the Examiner to review all pending claims from this response in their numerical order.*

6. (Amended) A method of generating and delivering an individualized mass medium program presentation at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for